

IN THE CLAIMS:

1. *(currently amended)* A method of selecting merchants for transmission of advertising information to a user of a mobile wireless terminal, comprising:

comparing a plurality of geographic location samples of a wireless terminal with a geographic location of a seller to determine whether said wireless terminal has frequently traveled in proximity to said seller; and

if said wireless terminal has frequently traveled in proximity to said seller, comparing the demographics information of said user of said wireless terminal to products and/or services offered by said seller and, if the demographics information is consistent with said seller, selecting said seller as an entity that may be interested in having an advertisement transmitted to a user of said terminal.

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2. *(original)* The method of claim 1 wherein determining whether said wireless terminal has frequently traveled in proximity to said seller involves determining whether a predetermined number of geographic location samples are within a predetermined distance of said seller.

3. *(original)* The method of claim 1 wherein said step of selecting said seller is dependent upon timing information associated with said wireless terminal's travels in proximity to said seller.

4. *cancelled*

5. *(currently amended)* The method of claim 1 wherein said step of selecting said seller is dependent upon whether said seller is of the type of seller from whom said user is willing to accept advertisements.

6. - 8. *cancelled*

9. *(original)* The method of claim 1 wherein said plurality of geographic samples of a wireless terminal are represented by latitude and longitude coordinates.

10. *(currently amended)* A method of conveying advertising information to users of mobile wireless terminals, comprising:

receiving location samples of a mobile wireless terminal;

processing said location samples to determine whether said wireless terminal frequently travels in proximity to a seller; and

if demographics information of said buyer satisfies predetermined criteria,
transmitting an advertisement of said seller to a user of said wireless terminal.

11. *(original)* The method of claim 10, wherein said transmitting step occurs if said wireless terminal frequently travels in proximity to said seller.

12. *(original)* The method of claim 10 further comprising:

receiving an indication of said seller's willingness to pay for transmission of said advertisement to said user of said wireless terminal.

13. *(original)* The method of claim 12 wherein said transmitting step occurs if said seller's willingness to pay exceeds a predetermined amount.

14. *(original)* The method of claim 10 wherein said location samples of said wireless terminal are received via a web interface.

15. *(original)* The method of claim 10 wherein said advertisement is transmitted using a medium from the group consisting of e-mail, voice mail, facsimile, paper, banner ads and television commercials.

16. *(original)* The method of claim 15 wherein said advertisement is transmitted to said user of said wireless terminal in accordance with a user delivery preference.

17. *(original)* The method of claim 10 further comprising:
making an offer to said seller to advertise to said user of said wireless terminal.

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18. *(original)* The method of claim 10 further comprising:
purging location samples after a predetermined period of time.

19. - 33. *cancelled*
